CoStar Lodging Glossary

12-Month Average: The value of any given month is computed by averaging the value of that month and the 11 preceding months.

Average Daily Rate (ADR)/Room Rate: A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. (ADR = Room Revenue/Rooms Sold)

Census: The total number of hotels and rooms in a particular segment (i.e., country, market or submarket).

Composite Property: An aggregate of multiple, anonymous properties that acts as one individual property. The hotels that make up this Composite Property are anonymized and chosen automatically by STR's proprietary methodology that weighs objective criteria such as location, performance, class, property size and mix of business.

Within STR Benchmark, Composite Properties can be added to Comp Sets at the discretion of the Comp Set's owner. Within CoStar Properties Analytics, a Composite Property is added automatically to every search to ensure the confidentiality of data providers.

County: In the U.S., a county is a geographic subdivision of a state (or federal territory).

Demand: The number of rooms sold in a specified period (excludes complimentary rooms). Refer to Data Reporting Guidelines for more specific application.

See Room Nights Sold and Rooms Sold (Room Demand)

Existing (Hotel, Building): Buildings that have been completed and are ready for occupancy. Excluded from this status are buildings that are functionally obsolete (i.e. Abandoned), demolished or that have been converted to a new Property Type (i.e. Converted).

Occupancy (Occ): Percentage of available rooms sold during a specified period. Occupancy is calculated by dividing the number of rooms sold by rooms available.

Occupancy = Rooms Sold / Rooms Available

Click here to learn more about occupancy rate.

Property (Hotel): STR defines a property (hotel) based on three exclusionary criteria:

- Typically 10 or more rooms
- Open to the public (excludes properties requiring membership, affiliation or club status)
- Generates nightly revenue

Note: A property with fewer than 10 rooms may participate. Floating hotels (boats) are allowed only if permanently moored and stationary while also allowing guests to depart at any time.

For more information on types of hotel:

Hotel Types

Revenue (Room Revenue): Room revenue generated from guestroom rentals or sales. Refer to Data Reporting Guidelines for more specific application.

Revenue Per Available Room (RevPAR): Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.

Room Revenue/Rooms Available = RevPAR

Rooms Available (Room Supply): The number of rooms in a hotel or set of hotels multiplied by the number of days in a specified period. Refer to Data Reporting Guidelines for more specific application. See Supply.

Example: 100 rooms in subject hotel x 31 days in the month = Room Supply of 3,100 for the month.

Rooms Sold (Room Demand): The number of rooms sold in a specified period (excludes complimentary rooms). Refer to Data Reporting Guidelines for more specific application.

See: Demand and Room Nights Sold

Room Nights Sold: The number of rooms sold in a specified period (excluding complimentary rooms). Refer to Data Reporting Guidelines for more specific application.

See: Rooms Sold (Room Demand) and Demand.

Sample: The number of properties and rooms that submit performance data to STR.

Year to Date (YTD): Period starting at the beginning of the current year (or fiscal year) and ending on the current date.

Calculations reference 1 January as the default start date. Individual companies may specify a different fiscal year start date (e.g. 1 April), which will affect subsequent YTD calculations.

YoY (Year-Over-Year): In business and real estate, YoY refers to a financial comparison metric that evaluates the performance of a specific period against the identical period from the previous year (e.g., Q2 2026 vs. Q2 2025). Why it's used: Comparing periods removes the impact of seasonal fluctuations. Formula: YoY % Change = ((Current Period Value - Prior Period Value) / Prior Period Value) x 100

For a full list glossary of Key Hotel Industry Metrics and Terms go here.